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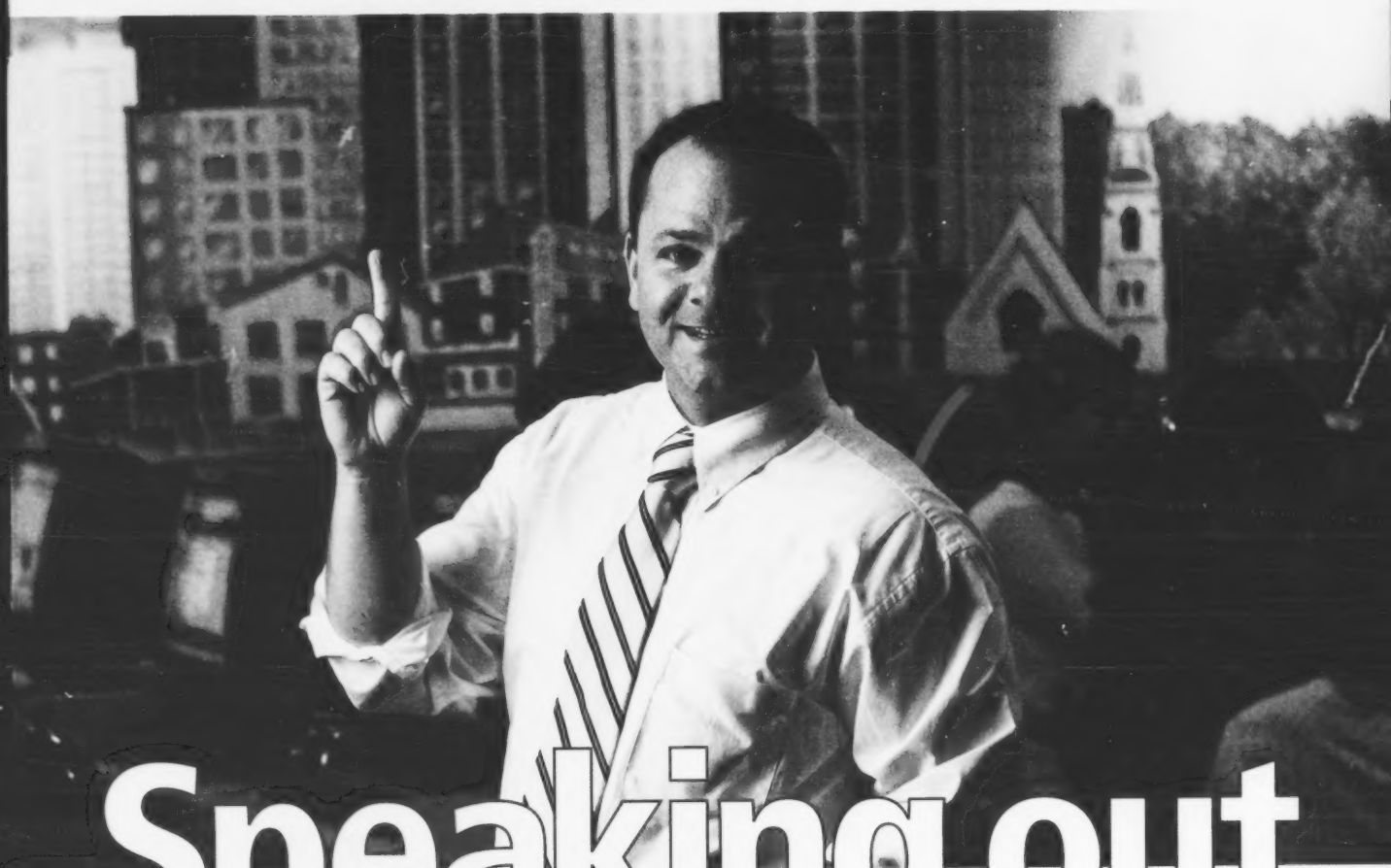

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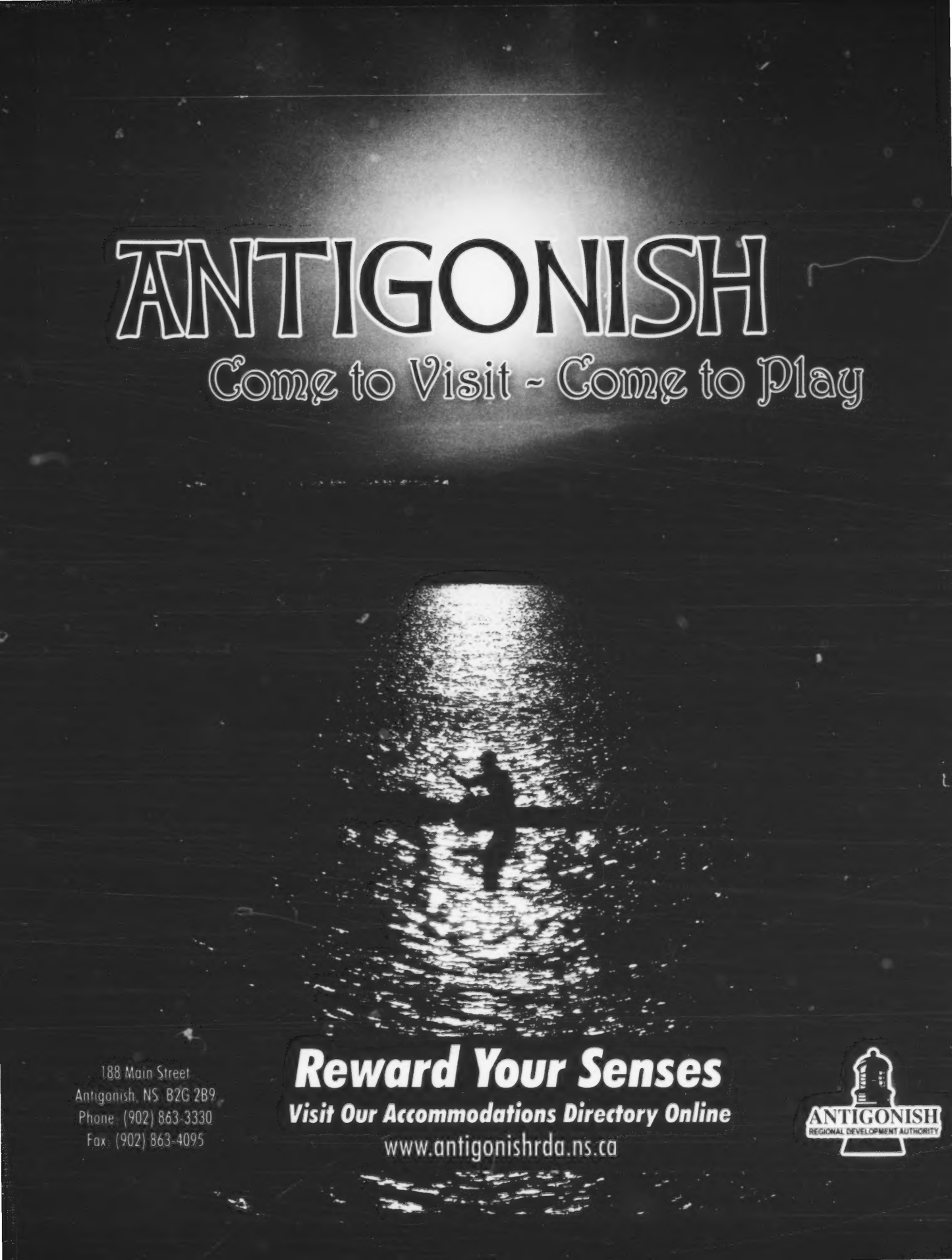
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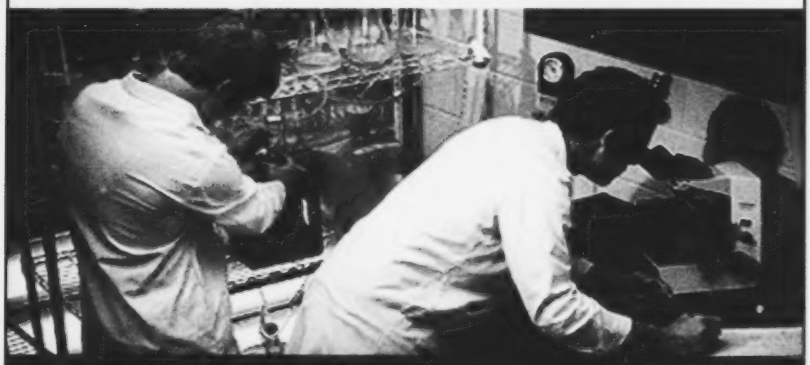

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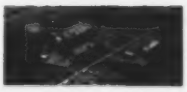

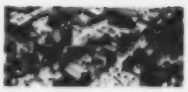

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Snap SHOTS

SANDOR FUZI

Melanie Tingley: "I'm starting to think this might turn out to be something big."

Harvest time

When you're launching an innovative new product, timing is everything. Launch it too soon, and your potential customers might not realize they want it yet. Launch it too late, and a competitor may have beaten you to the punch.

Melanie Tingley thought she had the timing just right when, two years ago, she was struck by entrepreneurial inspiration: baby food that's frozen instead of loaded with preservatives and jarred. "I've never liked the idea of food that sits on a shelf for a long time," says the 26-year-old mother of Aithen, who's now two.

Unemployed at the time, Tingley took a day off from job hunting to search the Net and find out if somebody else was already making frozen baby food. Nobody was, but she discovered that someone had done some market research about the idea back in the 1990s. "There was some interest in the idea [of frozen baby food]," she says, "but 10 years ago the timing wasn't right."

In 2004, on the other hand, people were realizing the dangers of preservatives such as trans fats, and the market for organic foods was taking off. "People were getting more in tune with what they were putting in their body," says Tingley. Investors were getting more in tune too,

Snap SHOTS

and Tingley was able to raise some money from the Atlantic Canada Opportunities Agency and the Business Development Bank of Canada, plus she got a $15,000 Canadian Youth Business Loan. Tingley developed an ambitious business plan—to capture 5% of the $45-million baby-food market in Canada—found an industrial kitchen at Knol Farms Ltd. in Cumberland County, and conducted focus groups to settle on package design, flavour, and price point.

In May of 2005, Baby's Harvest frozen baby food was born. It's available in six flavours—carrot, squash, apple, papaya, pear, and spinach-and-sweet potato—and sells for $5.99 for a package of six. Making a product is one thing, but getting it into consumers' hands is quite another. People warned Tingley that she might have a tough time convincing supermarkets such as Sobeys to turn over valuable retail space to Baby's Harvest, but when the timing's right for a product, the timing's right.

> "There was some interest in the idea of frozen baby food, but 10 years ago the timing wasn't right"
>
> **— Melanie Tingley**

Today Baby's Harvest is being sold in eight Sobeys around Halifax, and Tingley is getting interest from other locations across Nova Scotia and New Brunswick. She thinks Atlantic Superstores and even some Wal-Marts might follow. "People said to me, 'You know how hard it is to get into those stores,' " she recalls. "I said no, because it all happened so quickly I never really thought of it. Now I'm starting to think this might turn out to be something big." **— MELANIE FURLONG**

Nautical classrooms: The S.V. Concordia (this page) and the S.Y. *Fryderyk Chopin* (opposite).

High-seas high school

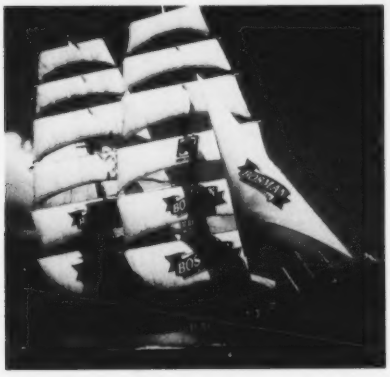
For hundreds of years, Lunenburg has provided safe and profitable harbour to fishing fleets. Now it's offering a safe home to a more unusual kind of fleet: teaching boats. The famous tall ship *Picton Castle*, whose crew has been teaching sailing and life skills for years and was recently the setting for the Life Network television show *Tall Ship Chronicles*, will soon be joined in Lunenburg by two other teaching vessels: the tall ships *S.V. Concordia* and *S.Y. Fryderyk Chopin*. "Lunenburg seemed to be a perfect fit," says Kate Knight, the head of school for West Island College Class Afloat, which operates the two teaching ships.

For more than 20 years, Class Afloat (*www.classafloat.com*) has been carving out a unique niche in the business of private education: for a healthy fee (about $40,000 for a full year, which includes tuition, accommodations, and land experiences such as excursions), students take accredited high school courses while sailing from places such as the Amazon and the Galapagos Islands to Morocco and St. Petersburg, Russia.

It's a unique educational experience the students don't forget. "We're able to move the classroom around the world," says Knight. "Students gain a global perspective." On top of that they gain independence,

leadership skills, and a strong sense of what it takes to build a community.

Wanting to expand its programs, the school recently decided to relocate its recruiting office from Montreal to a more a nautical location. Ports in Costa Rica and the Caribbean were considered, but the school was lured to Nova Scotia's historic South Shore town by its tall ship history,



Students take accredited high school courses while sailing all over the world

enthusiasm, and facilities. "Lunenburg was welcoming to us," says Knight, "and there are opportunities here for business."

Starting in 2007, close to 100 Class Afloat high school students will spend one semester on land taking their classes in the renovated Lunenburg Academy and the other semester aboard a tall ship. Over the course of the year, 48 Grade 11 students will spend one semester on land while 48 Grade 12 students will spend one semester on the ship. At the end of the first semester, the grades will swap places for the second semester. The school has struck a deal with Smuggler's Cove Inn, which will serve as a residence for the students in the tourism off-season.

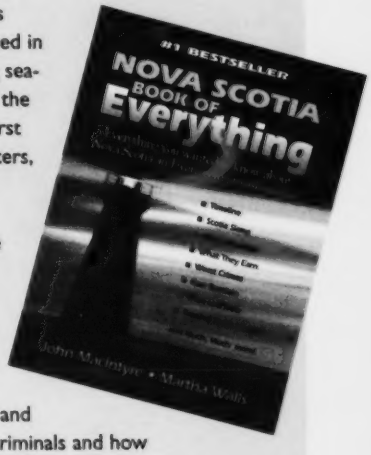
The school also forged a unique partnership with Acadia University, through its Division of Continuing and Distance Education, which will allow high school graduates to sail the world while earning credits toward university. Knight expects that about 40 students will enroll in the college-preparatory program next year. "The Class Afloat partnership is one more example of our commitment to creating learning environments outside the boundaries of a traditional university campus," says Gail Dinter-Gottlieb, Acadia University's president and vice-chancellor.

When Class Afloat's two tall ships eventually reach Lunenburg in August of 2008, they will share harbour with *Picton Castle* and *Bluenose II*, adding to the town's rich seafaring history. Says Knight: "To have four tall ships that call Lunenburg home will be truly special for the community."

—ALLISON LAWLOR

From soup to nuts

John MacIntyre (www.johnwmacintyre.com) was tired of the long-winded, adjective-driven tour guidebooks you usually find in the bookstore, so he and his colleague of 10 years, Martha Walls, decided to publish something different. After years of thinking and planning, followed by months of research and writing, they co-authored the *Nova Scotia Book of Everything*–everything you wanted to know about Nova Scotia and were going to ask anyway.



"We wrote a book that we wanted to read," says MacIntyre of their approach. It struck a chord; released in November of 2005, in time for the holiday gift-giving season, the book flew off the shelves. It ended up being the best-selling seasonal book in the province into the first half of 2006. According to national book chain Chapters, it was also for a time the third best-selling regional title in the country.

Instead of using flowery language to describe the province, MacIntyre, who lives outside Lunenburg, and Walls, who lives in Fredericton, decided that it was "the slow accumulation of detail [that] reveals a place," says MacIntyre. They wanted to include facts that were useful and entertaining. Readers are informed not only about the province's beaches and best greasy spoons but also about the five scariest criminals and how much Nova Scotians earn.

For MacIntyre, one of the best parts of writing the book was gathering Nova Scotian slang; there is an entire chapter dedicated to it. Raised in Antigonish, he also learned about the lighthearted rivalry raging between the province's CFAs, or "come from aways," the phrase used to describe people from anywhere but Nova Scotia, and the NBAs, or "never been aways," the name CFAs give to the locals.

MacIntyre, a freelance writer and publisher whose column, "Figuratively Speaking," runs in more than 40 U.S. and Canadian newspapers and magazines, says it was worth it to sink close to $25,000 of his own money into the book. Riding on the success of the *Nova Scotia Book of Everything*, his company, MacIntyre Purcell Publishing Inc., released similar books for New Brunswick and Newfoundland in 2006. The company plans to produce six more books for places ranging from P.E.I. to Vancouver in 2007. **—A.L.**

The future of food

Scientists at work in the bio-based economy are seeing a wave of innovation sweep across the traditional agricultural sector

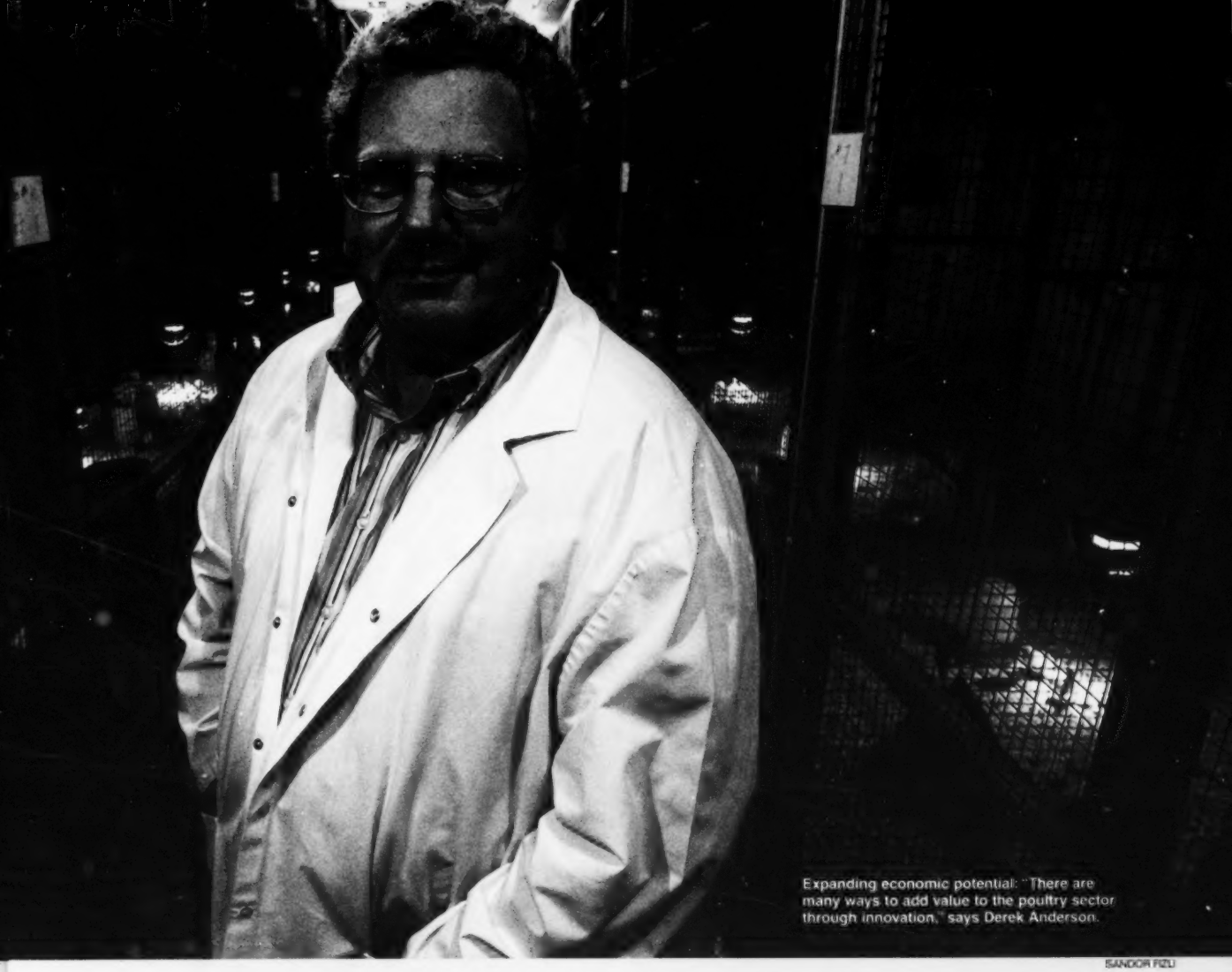
Derek Anderson, the chairman of the Atlantic Poultry Research Institute, is a genial self-assuming scholar with the timing of a stand-up comic. "We look at developing healthier alternatives to traditional antibiotics added to the feed mix for farmed birds," he says. "For instance, we've fed yogurt to chickens."

Well, not precisely. "Actually, it's like yogurt, but it's not really the same stuff humans eat," says Anderson. "The point is that today's consumer needs have changed. People are deeply concerned about what they eat, so a lot of the work we do involves finding and using alternatives, like natural materials, which combat infection and disease as effectively, or even more so, than drugs. Certain milk products, for instance, encourage the growth of microbes that out-compete disease-causing microbes. That's where the yogurt comes in."

In fact, the work of the Atlantic Poultry Research Institute (*www.nsac.ns.ca/apri*), based at the Nova Scotia Agricultural College (NSAC) in Truro, is part of a new wave of innovation sweeping one of the province's largest industries. According to Statistics Canada, Nova Scotia's total gross farm receipts were $384 million in 1995, while operating expenses reached $328 million. Five years later, receipts were $460 million and expenses were $389 million.

Until recently, however, technological advances designed to increase the value of existing goods and generate opportunities for the commercialization of academic research has taken a back seat to the routine preoccupation of production. "There is a lot of activity on the innovation front now going on," says David Fullerton, an industry liaison officer at NSAC. "Twenty-five years ago, the college was very production oriented. Now there is a lot of science being done to make the industry more cutting edge and competitive."

A large measure of the credit for this goes to the Springboard Atlantic Initiative, a major regional program supported by the Atlantic Canada Opportunities Agency (ACOA) and the Natural Sciences and Engineering Research Council. The initiative supports the R&D efforts of 14 Atlantic Canadian universities and colleges and focuses on commercialization. As well, ACOA currently supports five industry-liaison offices across mainland Nova Scotia, of which Fullerton's is one, whose primary task is commercializing university-research outcomes. "My office is really responsible for bringing people together to help facili-



Expanding economic potential: "There are many ways to add value to the poultry sector through innovation," says Derek Anderson.

SANDOR FIZLI

tate partnership building," says Fullerton. "We also work on the technology-transfer side of things. We look at the research being done and see what the commercial potential is. There are a number of really good opportunities underway at the university."

Among these is the Atlantic BioVenture Centre (*www.agritechpark.com*) under the auspices of Richard Ablett. Before assuming his duties as the centre's CEO about a year ago, he developed and, for 16 years, operated P.E.I. Food Technology Inc. in Charlottetown. In early 2005 he approached the provincial government with the idea of setting up an organization that would investigate ways to move rural agri-producers toward the field of higher-end bioactives.

In practical terms, bioactives are natural food ingredients that can have a biological effect and commercial application independent of, and in addition to, the actual nutritional benefit they may provide. "I'm looking at a whole new field," says Ablett. "It is essentially bio-based economic development. The industry here has to get up to speed with the emergence of the bio-based economy, which supplies the $200-billion natural-products sector and which is growing at 8% per year."

Among the centre's many projects is one that is designed to extract high-grade ingredients from a canola-like weed for the cosmetics industry. Another examines the potential of a type of sunflower to produce a chemical alternative to DEET. Yet another involves harnessing the molecular power of daffodils in the treatment of debilitating diseases such as Alzheimer's. "We're going in many directions to bring in and test these technologies," says Ablett. "The centre is an experimental model set up to commercialize the ideas that are present in academia around the world."

For Derek Anderson at the Atlantic Poultry Research Institute, the task is to expand the economic potential of an important segment of the agricultural industry. "The poultry sector generates a larger farm-gate receipt value than any other," he says. "There are many ways to add value to this through innovation." For example, the institute is examining ways to incorporate apple waste in feed to enhance the concentration of natural antioxidants in birds fed for human consumption. "It's not just about decreasing the bad stuff; it's also about increasing the good stuff," says Anderson. "It's a value-added proposition all the way around."

— ALEC BRUCE

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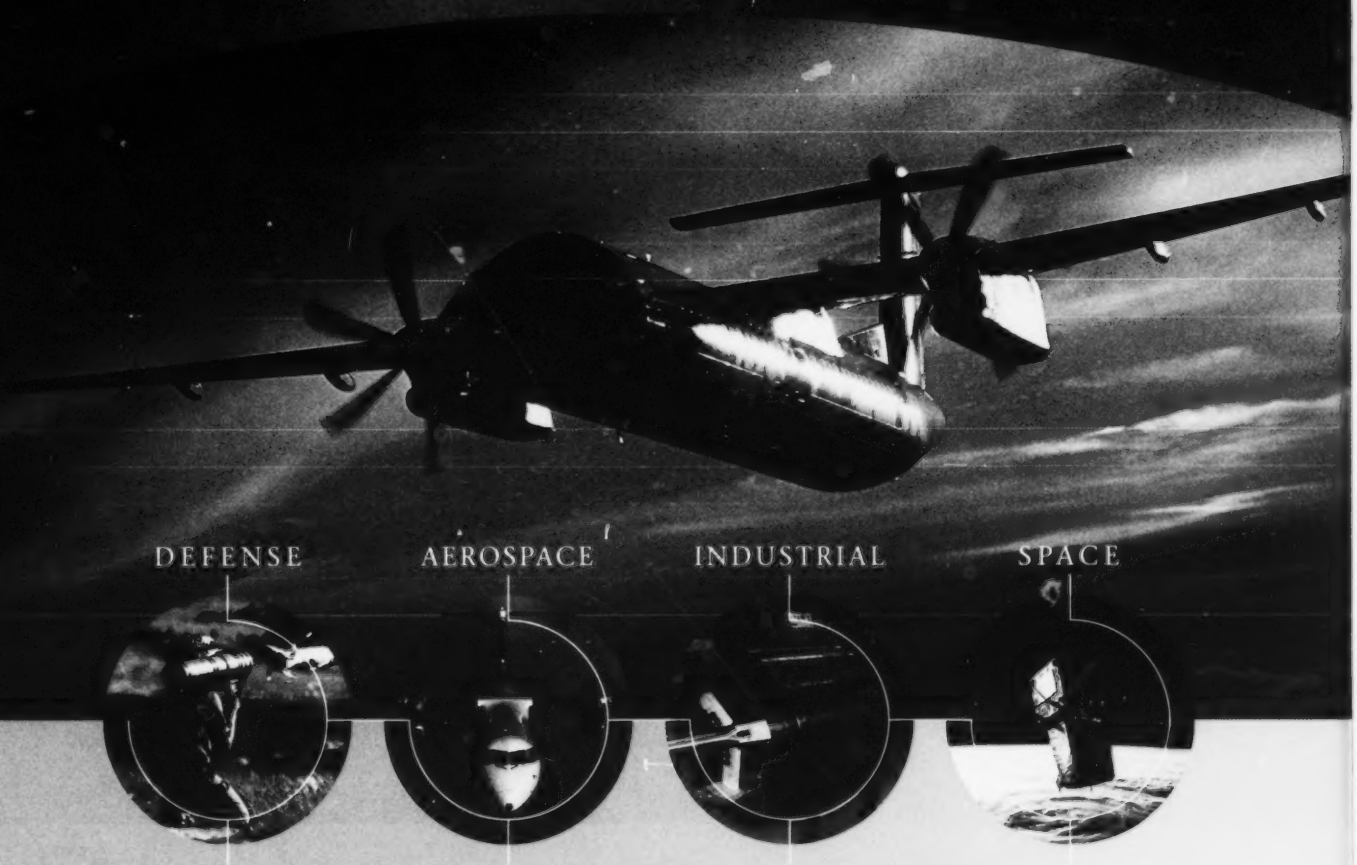

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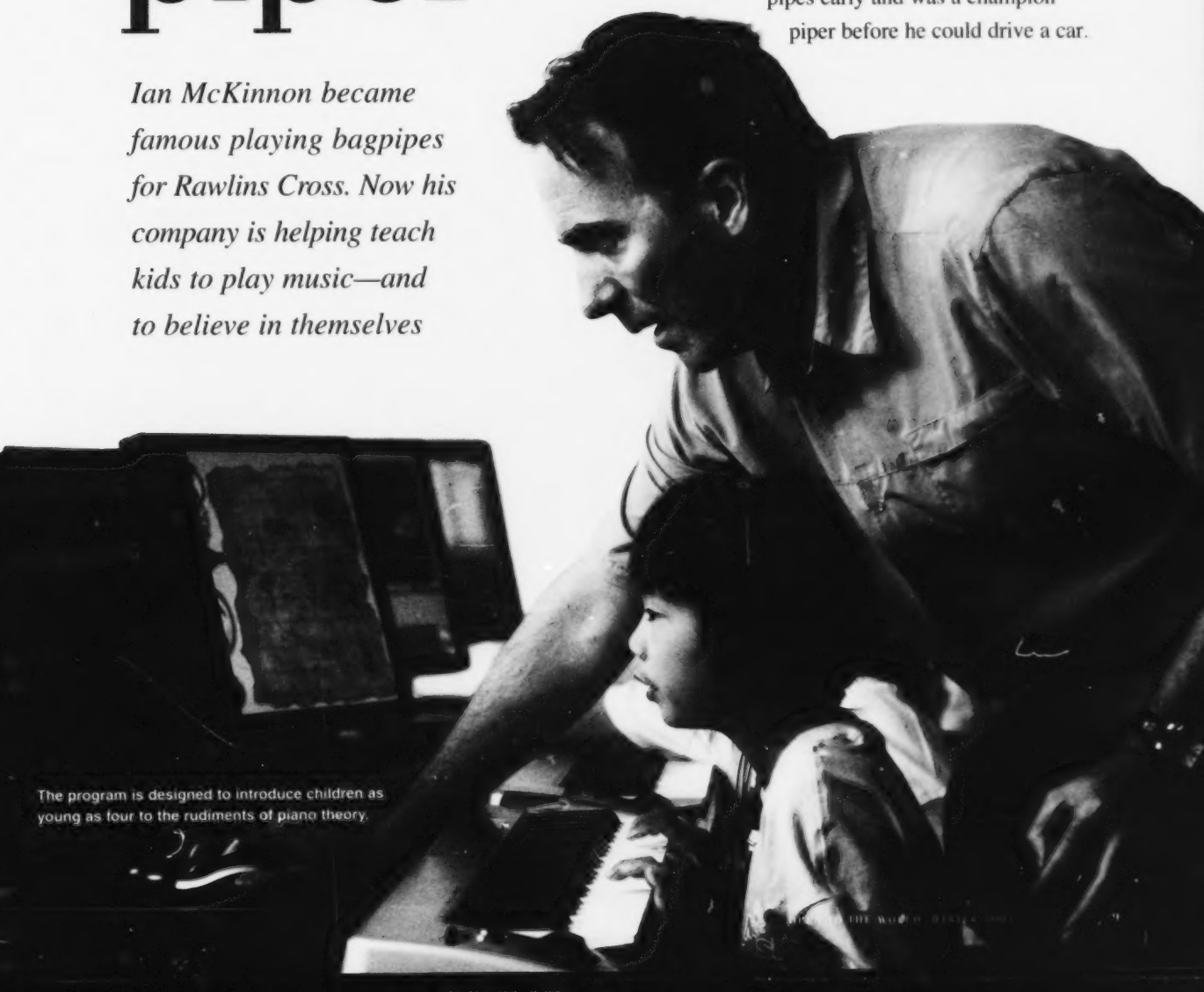
The pride piper

Ian McKinnon became famous playing bagpipes for Rawlins Cross. Now his company is helping teach kids to play music—and to believe in themselves

Ian McKinnon's heart rate picks up a beat when he talks about music or business. Leaning forward in a swivel chair in the boardroom of Adventus Interactive (*www.adventus.com*) in Halifax, he chats excitedly about the opportunities for the innovative Nova Scotia software company that teaches thousands of school-age children the joy of music.

It's a joy that McKinnon has known all of his life. With deep roots in Cape Breton and a passion for his Scottish ancestry, he took to highland bagpipes early and was a champion piper before he could drive a car.



The program is designed to introduce children as young as four to the rudiments of piano theory.

In the late 1980s, while working on his master's degree in folklore at Memorial University in St. John's, the articulate musician formed Rawlins Cross, a Celtic-rock group named for a busy downtown thoroughfare in the Newfoundland capital. Over the next decade, the band established a reputation for fusing the traditional Celtic music of Atlantic Canada with contemporary rock and pop rhythms, releasing six critically acclaimed albums and collecting a mantelpiece of awards and a legion of fans while touring the globe.

Then, like all good things, Rawlins Cross came to an end. The band members were interested in pursuing other opportunities, and McKinnon felt it was time for a change and began searching for a new career. That's when he met Jim Mullen.

NATURAL FIT

While McKinnon was touring with Rawlins Cross in the late '80s, electronic engineer Mullen was planning a career move back to Nova Scotia. After years spent working for computer giant Hewlett Packard in Ontario, he was missing home and wanted to return to the East Coast to raise his young family.

Mullen grew up in a busy house in Bridgewater, where he and his nine siblings were all active in academics, sports, and music (they all completed their Grade 8 Royal Conservatory piano exams). So when Mullen was looking for a business plan, his love for music and technology seemed a natural fit, and he developed an interactive software product to help children learn music using a digital piano keyboard and specialized software that could be loaded into the family computer. After fine-tuning prototypes, in 1999 Mullen launched Piano Suite Premier, a piano-learning software title that reinforced the educational process through immediate feedback while the student played.

Adventus Interactive has been on a steady growth curve ever since. Two-and-a-half years ago, McKinnon joined Mullen's company as vice-president, with a focus on marketing and business development. McKinnon brings the same passion for innovation and expansion to Adventus Interactive that took Rawlins Cross to the top. The dynamic young company is a world leader in developing music-education products. Seven years after it was first introduced, Piano Suite Premier is now being used in every state and province in North America.

The company's U.S. breakthrough came in 2004, when acclaimed San Francisco music educator David Arden, the president of the non-profit Keys to Achievement Foundation, approached Adventus. A former concert pianist, Arden was convinced that early piano training (ages five to seven) helped children do better in math and science and also could improve attitude and behaviour toward

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The industry has responded favourably to Adventus products. The International Society for Technology in Education reviewed the Piano Suite software and gave it the "best in class" rating for interactive learning.

school in general. He had been working with inner-city students to help teach keyboard fundamentals but was frustrated by the limited number of children he could reach. So Mullen and his Adventus staff created Children's Music Journey, a user-friendly software that allows large groups to engage in an early music-learning experience.

The program is designed to introduce children as young as four to the rudiments of piano theory. Arden quickly put the new program to use in a handful of California elementary schools. Now a teacher can quickly and affordably convert a computer room into a state-of-the-art music lab. Using low-cost digital keyboards that cost about $150 each and that plug into the computers via USB ports, an Adventus music program can be up and running for less than $5,000. Adventus also provides training manuals for teachers. "We've learned that this process works best when there is guidance from a music educator," says McKinnon.

The industry has responded favourably to Adventus products. The International Society for Technology in Education reviewed the Piano Suite software and gave it the "best in class" rating for interactive learning. With a staff of 15 full-time and part-time employees, the company is lean but growing. The biggest challenges remain the same as when Mullen started the company nearly a decade ago in Bridgewater: building sales and the marketing effort.

McKinnon is optimistic about the potential. "There are 60,000 elementary schools in the United States, plus day care programs, preschools, and senior centres," he says. "Computers are ubiquitous. For a small investment, an organization can convert its computer centre to a music club. The opportunity is unlimited."

— SANDY MACDONALD

Higher ground

Nova Scotia's aerospace industry is expected to grow with the maintenance contract for Canada's new maritime helicopter program set to start in 2008. Attracting more skilled people to the industry is more critical than ever

by TOM MASON

Leana Gloade always liked helicopters, but growing up it never occurred to the 23-year-old Mi'kmaq that she could build a around them. Instead, she was drawn to a more traditional career path. "When I graduated from high school," says Gloade, who grew up on the Millbrook Reserve near Truro, "I studied international business."

It hadn't occurred to Gloade that instead she could have followed her interest in helicopters and pursued a lucrative career in the province's aerospace industry. Gloade's story isn't unusual. Even though the roots of Nova Scotia's aerospace industry can be traced to the days when Alexander Graham Bell was testing the Silver Dart on the frozen Bras D'Or Lakes, it always has had a much lower profile than its service, financial, or resource industries.

People such as Jim King want to change that perception. "We need to create awareness among young people, to let them know how much jobs in the industry pay and what kind of education they need to get those jobs," says King, the president of Human Resources Partnership (www.hrpartnership.ca), an organization dedicated to attracting people such as Gloade to careers in aerospace. "We need to make their moms and dads, their aunts and uncles aware of the opportunities as well, so that their families will get

Sky's the limit: "This course will give me what I need to go anywhere I want," says Leana Gloade.

SANDOR FIZLI

behind them and encourage them to pursue careers in the industry."

For Gloade, the aerospace industry is getting a second chance. "I worked for a year and a half in business," she says, "but it didn't really do it for me." She was looking for a new career just as Nova Scotia landed one of the biggest aerospace deals in its history: defence contractor General Dynamics Canada (*www.gdcanada.com*) agreed to base its 20-year $2.5-billion Maritime Helicopter Program Software Support contract in a 42,000-square-foot facility near 12 Wing Shearwater on a tract of land that is owned by the Millbrook First Nation. The software support for the new CH-148 Cyclones, which are scheduled to be delivered starting in November of 2008, will be carried out in that facility. It's the kind of deal that insiders say will have massive spin-offs—financial, social, and political—for the entire province and should help bring the aerospace industry to the attention of more Nova Scotians.

"Aerospace represents the industry of the future," says vice president of business development Tony Goode, the business-development chair with the Aerospace and Defence Industries Association (*www.adians.ca*). "It's a knowledge-intense industry that requires a highly educated workforce. With our educational and research infrastructure, it's the perfect fit for Nova Scotia. It's a key part of the new knowledge economy."

To qualify for one of the 66 systems and software engineers to staff the General Dynamics Canada facility, Gloade is now taking the two-year aircraft-maintenance engineer course at the Nova Scotia Community College's (*www.nscc.ns.ca*) new Aviation Institute based at Shearwater. "This is all completely new to me," she says, "but they are going to teach me whatever I need to know, and I'm going to give it a shot. I really enjoy it. I like the teachers, the environment, and the hands-on."

For Jim King and Tony Goode, the interest of young skilled workers in the aerospace industry is a success story they're hoping will breed others. Today about 6,000 Nova Scotians work directly in the province's aerospace industry, a number that is expected to double in the next decade. Most are highly skilled tradespeople who can expect good wages and a high level of job security over the course of their careers.

"The irony is that young people are heading to Fort McMurray [in Alberta] for low-skilled jobs, when we've got a great industry for them here at home—an industry with a great future," says King. "Given the number of jobs that need to be filled—about 600 every year for the next 15 years—we really need to reach out to underrepresented groups in the province. For example, if we can get a small proportion of the women who are out there in the job market involved, we could solve our labour-shortage problem." That's why the industry is pleased that it has been able to attract somebody such as Gloade into its fold, not just out of a desire for doing social good but also out of necessity.

INTELLECTUAL CAPITAL

The Cyclone maintenance contract has made a huge splash in the province's aerospace industry, and the waves are being felt well beyond individual success stories such as Gloade's. During the course of its 20-year life cycle, the Cyclone is expected to inject more than $1 billion into the coffers of local aerospace firms. Sikorsky, which is perhaps the most recognized helicopter company in the world, will build the Cyclone with General Dynamics Canada and L3-MAS acting as principal subcontractors.

Nova Scotia–based companies subcontract work to these principals. For example, Xwave (*www.xwave.com*), a division of Atlantic Canadian telecommunications company Bell Aliant, has carved a lucrative niche designing IT systems for military and civilian applications around the world. A recent contract, the integrated life cycle-information system for the Maritime Helicopter Program, is the largest ever landed in the 30-year-old firm's history. Xwave got the attention of major subcontractors General Dynamics Canada and L-3 Communication (MAS) during the bid phase three years ago. Allen Dillon, Xwave's director of defence, security, and aerospace sales, says that, along with the company's track record as an application integration specialist, one factor in particular impressed General Dynamics and L-3 Communication: Xwave's Halifax location. "The company looked at us and said, 'These people have great capabilities and they are located right in the port where the helicopters will be supported and will launch from,' " says Dillon. "It had an impact on influencing their subcontracting decision."

Designed over a 20-year period, the systems Xwave creates for the CH-148 will be responsible for such things as electronic mission planning and post-mission analysis. They will provide technicians with reliable data for supporting all aspects of the fleet throughout its life cycle in the Canadian forces. The new systems are not limited to the CH-148 either. "The technology and business processes in the system form the basis to enhance support to other airframes, ships, and terrain-based vehicles like a new logistics truck, a tank, or light-armour vehicles," says Dillon. "Xwave will maximize our potential with the intellectual capital we are developing for this project."

"The irony here is that young people are heading to Fort McMurray for low-skilled jobs, when we've got a great industry for them here at home—an industry with a great future"

For the past dozen years, the industry has come together to display its capabilities during an annual trade show called the Defense and Securities Exhibition, or Defsec

PLENTY OF ROOM TO GROW

Xwave is far from the only local company to capitalize on the opportunities presented by the aerospace industry. The granddaddy of the industry is IMP Group International (*www.impgroup.com*), which grew out of the assets of Ferry Aviation, a company with contracts to maintain the Canadian military's Argus patrol aircraft. IMP founder Ken Rowe bought the company in 1970 and other acquisitions followed: Innotech Aviation Limited, Execaire Inc., Amherst Aerospace.

As much as Xwave is benefiting from the military's massive purchase of the Cyclones, IMP got its start 36 years ago with the Argos, Tracker, and SeaKing Helicopters, and then with the military's purchase of the CP-140 Auroras—the long-range patrol aircraft based in Greenwood, N.S., that have mission capabilities including search and rescue, fisheries patrol, and anti-submarine warfare. IMP earned significant maintenance, repair, and overhaul (MRO) contracts on the CP-140s and has leveraged the experience it gained into a variety of other aerospace contracts with foreign countries, including maintaining, flying, and refuelling—even building parts for aircraft. Today IMP is Nova Scotia's largest homegrown aerospace-and-defence contractor.

Another Nova Scotian global aerospace player is Composites Atlantic (*www.compositesatlantic.com*), a Lunenburg–based firm that makes more than 4,500 different parts for everything from airliners to Delta rockets and Space Shuttle pressure vessels. In a town that still revolves around the fishery and tourism, Composites is one of the largest employers, with a client list that reads like a who's who of the aerospace industry: Airbus, Boeing, Bombardier, Eurocopter, IMP, Lockheed Martin, Mitsubishi, Northrop Grumman, and Rolls Royce all depend on Lunenburg-made composite parts. Sixty parts for NASA's new space station will be crafted by the company, while more than 450 parts for Bombardier's Dash 8 have a made-in-Lunenburg stamp.

Composites Atlantic was born in 1988, when Lunenburg–based Abco Industries landed a contract with Swiss company Cellpack AG to manufacture parts for a new Canadian–made antitank system. The timing couldn't have been worse. The Berlin Wall came down the next year, the contract was cancelled, and Cellpack decided to withdraw from Canada. But Composites Atlantic founder and president Maurice Guitton wasn't ready to give up on his fledgling company or the town of Lunenburg. He looked for new investors, finding them in the form of the Government of Nova Scotia and French aerospace company EADS. In 1993 the plant reopened, and all 55 laid-off employees were rehired. Today the company has more than 225 employees, who use more than 20 different technologies to make their stable of products. Composites Atlantic also does much of its own design work, based on specs sent by various clients. "There is no compromise," says Guitton. "We must be the best."

The Nova Scotia aerospace industry's reputation for quality is spreading. For the past dozen years, the industry has come together to display its capabilities during an annual trade show called the Defense and Securities Exhibition, or Defsec. The 2006 installment, held at Halifax's Pier 22, attracted about 70 aerospace-and-defence companies that showed off their wares and rubbed shoulders with others in the Nova Scotian aerospace industry.

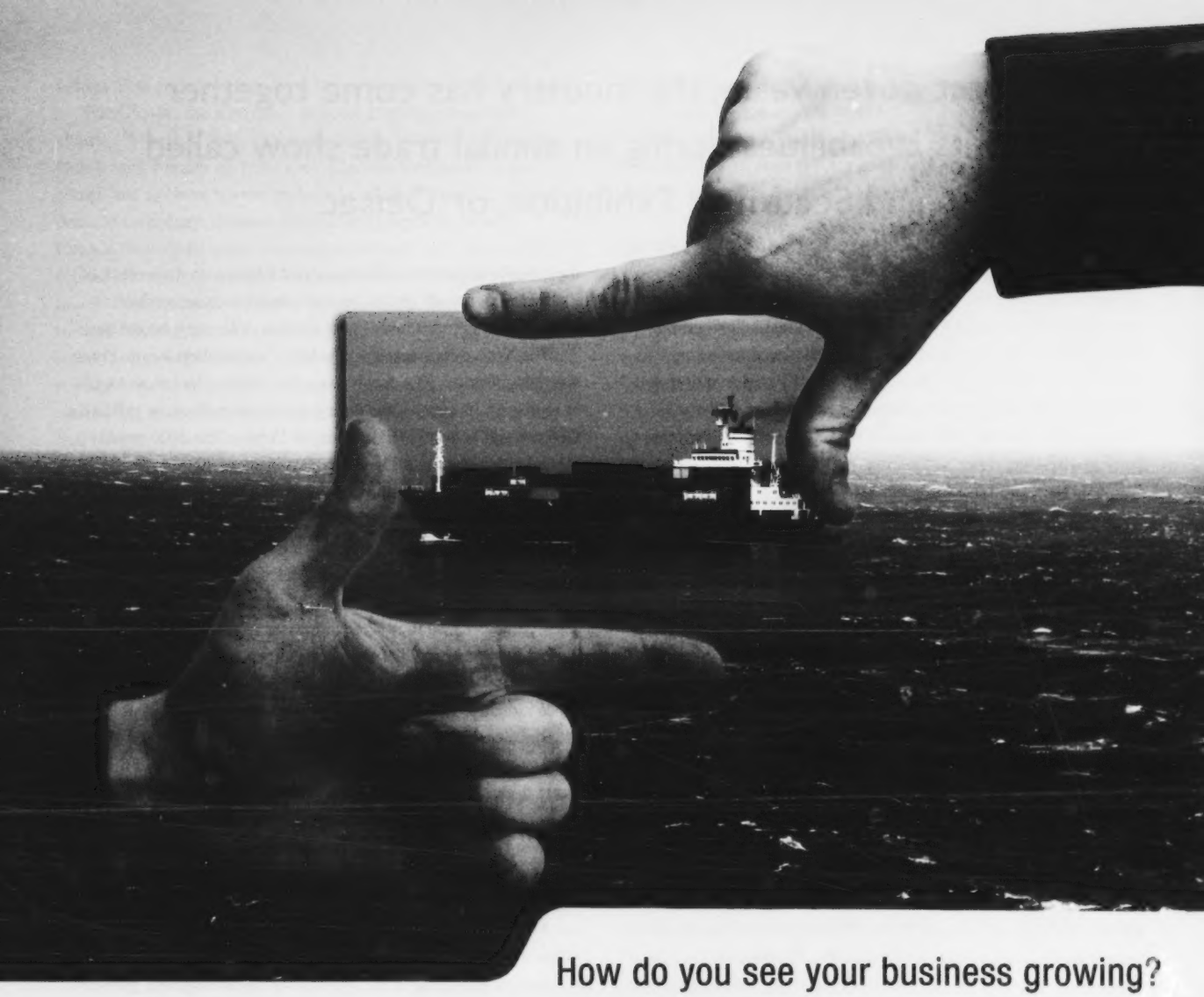
"If you look at the number of companies that exhibited at this year's show, it was very successful indeed," says Tony Goode. "Most significantly, we attracted Boeing and Lockheed Martin. They came because they were interested in meeting local companies and finding out what their capabilities were. Those two companies represent $10 billion in contracts for the Canadian aerospace industry. That's extremely encouraging."

But Goode and other industry stakeholders agree that the aerospace industry still has plenty of room to grow, and that Nova Scotia's economic future depends at least partly on the success of the industry, and not just for the direct benefits. Fostering more aerospace activity will have an impact on every aspect of the knowledge economy. "Aerospace is inherently high tech," says King. "That means the companies that provide support services to the industry have to be high tech as well. Who knows what kinds of things will be spawned by those companies if they have the opportunity to develop and grow."

Leana Gloade is already feeling those benefits. Once her apprenticeship is done, she plans to seek a job with General Dynamics Canada at its Dartmouth facility. For the time being she will continue to live in Millbrook, making the two-hour commute to and from Dartmouth every day. "The sky's the limit," says Gloade. "This course will give me what I need to go anywhere I want." ■

INDUSTRY FACTS

Nova Scotia's aerospace-and-defence industry generates about $1.5 billion annually, with more on the way. The CH-148 helicopter program will include a 20-year maintenance program worth $2.5 billion over its lifetime. Add to that new in-service support contracts for Nova Scotia–based naval frigates, submarine upgrades, and Aurora maritime control aircraft mid-life upgrades. The federal government announced approximately $17 billion worth of work called major Crown procurements, or MCPs, on the books, a significant portion of which will be the prime focus of Nova Scotia's aerospace-and-defence industry's sector to capture over the next few years. The province has one of the highest numbers of military personnel per capita ratios in Canada, all of whom contribute to the Nova Scotian economy.



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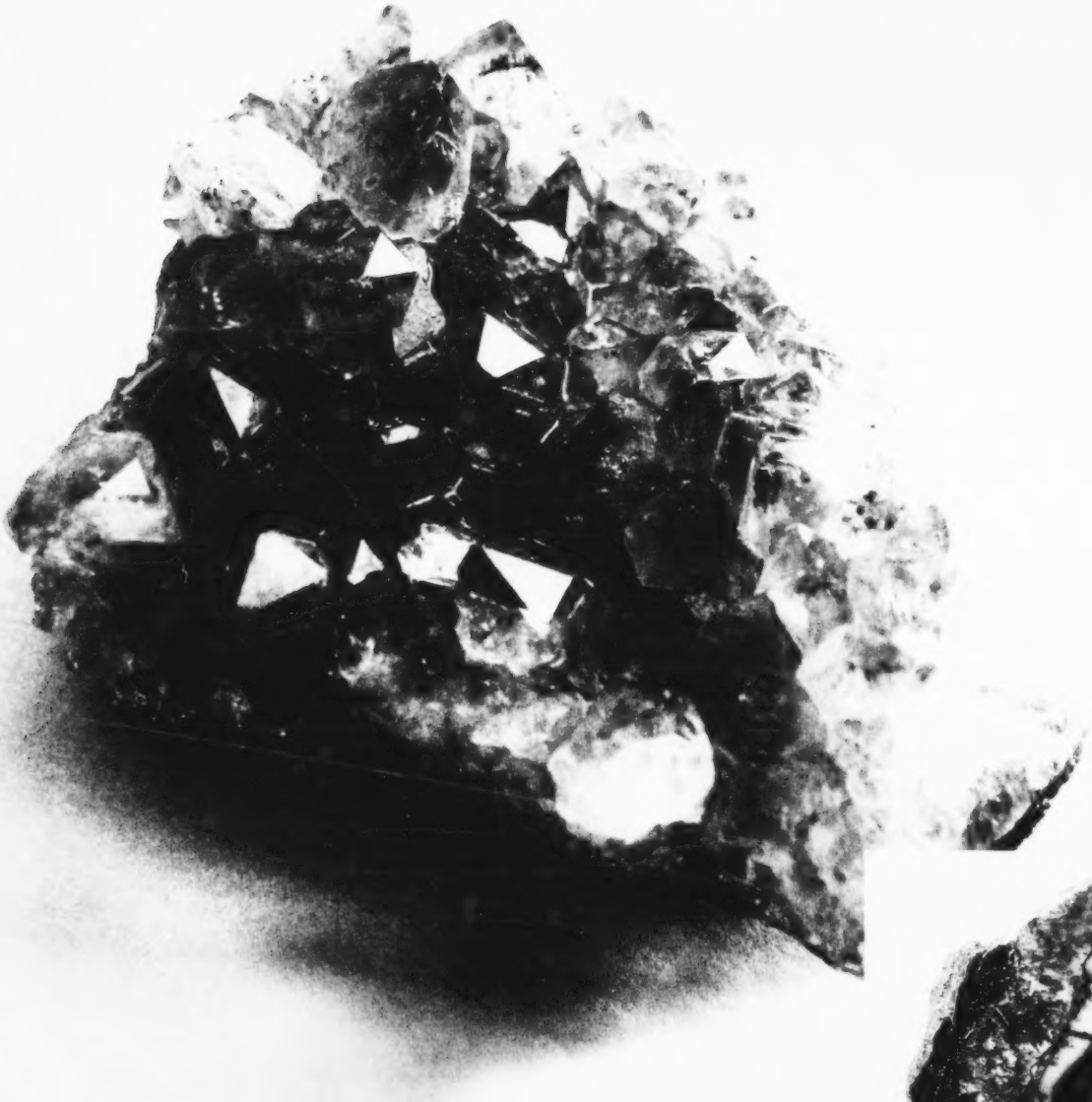

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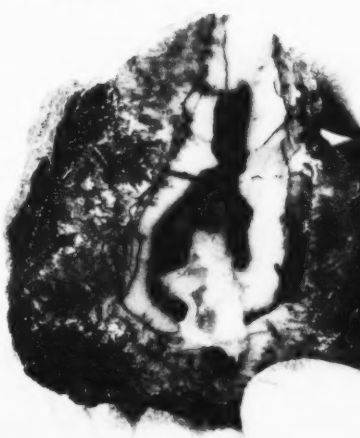


COURTESY HANS DURSTLING

Romancing the stones

The passage of time is etched in the cliffs of the Bay of Fundy and the Minas Basin like the bands in agate. Even for rockhounds seeking the lustre of gemstones, this visible spectacle of Earth's history may prove the greatest treasure

by JOE FITZGERALD

While traversing the Minas Basin, the mythical Mi'kmaq hero, Glooscap, admired the purple amethysts encircling the cliffs of the Blomidon peninsula. He built his lodge there, and the amethyst, agate, and other semi-precious stones became his mother's jewelry. In 1604, ages after Glooscap's epic exploits, Samuel de Champlain, the famous French explorer, landed at Partridge Island, directly across the water from the peninsula. His men must have stumbled onto Glooscap's mother's jewelry box, because they found the beaches sparkling with amethyst crystals. Champlain took the gems back to France, where it is said they became part of that country's crown jewels.

Today you can still find amethyst on the beaches of the Minas Basin and the Bay of Fundy, along with a multitude of other mineral treasures. Although amethyst is generally one of the more popular, well-known jewelry stones, agate is actually the official gemstone of Nova Scotia. Both are types of quartz. Agate has a milky, almost waxy appearance and is famous for its concentric bands and fanciful patterns. It was used as a talisman in ancient times and was thought to quench thirst and protect from fevers. During the Renaissance, it became popular when European royalty collected finely crafted agate bowls and ornaments.

Amethyst is a transparent quartz crystal that ranges in colour from pale lilac to deep purple. Because purple is the colour of royalty, amethyst is featured prominently in many crown jewels. In ancient times it was believed to protect against drunkenness, and therefore many wine goblets were carved from it. Both agate and amethyst are usually found together because of the unique geology that created them.

More than 200 million years ago, in the Triassic period, the supercontinent Pangea began splitting apart. "As North America pulled away from Africa, volcanoes along what is now the Eastern Seaboard produced many lava flows," says Ronnie van Dommelen, the president of the Nova Scotia Mineral and Gem Society and a dedicated rockhound. "These lava flows poured onto the sand plains. Once the Atlantic Ocean formed, it filled in the Minas Basin and began eroding the shoreline, leaving the resistant volcanic rock, or basalt."

Eldon George

A few simple tools, a sharp eye, determination, and luck are enough to find agate and amethyst

The lava flows carried steam and gases trapped in the lava, and, as the lava cooled, they formed bubbles within the rock. "This steam was incredibly superheated and corrosive, and it dissolved a lot of minerals in it, so as the steam cooled, these dissolved minerals started settling out and lining the cavities of these pockets and voids," says van Dommelen. "The temperature, how quickly the rock is cooling, and the pressure determine what minerals form. Usually when you find agate and amethyst, you'll find the agate forms first, on the outer part of the pocket, and if the pocket doesn't fill up with agate, sometimes you'll find quartz in the middle of the pocket, and sometimes that quartz will be amethyst."

Eldon George, the proprietor of the Parrsboro Rock and Mineral Shop and Museum, has been collecting Bay of Fundy agate and amethyst for more than half a century. George appeared in the August 1957 issue of *National Geographic* as a guide for its story on the Fundy tides. He put Parrsboro on the map in 1984 when he discovered fossilized footprints of the world's smallest dinosaur, and later this year he will be featured on CBC's *The Nature of Things with David Suzuki*.

A few simple tools, a sharp eye, determination, and luck are enough to find agate and amethyst. "All you have to do is recognize the characteristic colours that are found on the outside of the rock," says George. "You should have a maul [rock hammer] and a chisel. You really want a chisel about a foot long and three quarters of an inch in diameter, because anything shorter than that is too damn hard on the hands. You should always wear goggles when you're pounding agate, because it's very sharp. Over the years I've had several people come into my shop that had chunks of sharp points sticking in their face close to their eye. You also want to go careful around the banks because they're dangerous, and look out for the tide. She's the boss."

George walks along the beach looking for veins of agate; usually any wide vein will carry amethyst in the centre. Sometimes he finds pieces just lying on the beach; they can be green on the outside, black, or a chalky white. "Most of the amethyst we get has a brown coating on the outside," he says. "Mother Nature scatters a little bit here, a little bit there, and she hides a lot of it in cavities and veins. She makes you work for it. You can't get it all in one day. You've got to go back and appreciate old Mother Nature. She hid this for millions of years, and I'm lucky to find a piece."

One day George got lucky when he suggested that his wife look over some clay that might contain loose crystals. Feeling multiple facets on a piece she thought might be worthwhile, she took it to the shoreline to wash it off. "It was absolutely beautiful," says George. That piece of amethyst was destined to become a ring for the Anglican Bishop of Nova Scotia. "I cut and polished the stone, made the setting and the whole works," says George. "Everywhere the bishop went, he got a lot of comments on it."

Nova Scotia amethyst is not highly valued on the world market because it tends to be paler in colour than the deep-red and purple stones prized by jewelers. However, valuable amethyst does occur in Nova Scotia. "Ross Creek in Kings County has amethyst just as dark as any you'll find anywhere," says George. "Over the years I've found quite a bit of it. It's beautiful-quality stuff, but you can't go out and get a hundred pounds of it. It doesn't come that way."

That's the reason there isn't a commercial mining operation for agate or amethyst in Nova Scotia. Some of the Bay of Fundy islands were acquired at the turn of the 20th century by jewelry companies as a possible source of raw material, but it became apparent that the prevalence of gemstones didn't warrant commercial operations such as those in Brazil or on the north shore of Lake Superior, near Thunder Bay, Ont. However, for the individual or small rock-and-gem operation, the area surrounding the Bay of Fundy can be a veritable treasure chest. "I supply shops all over the country with jewelry that I make," says George. "It makes a lot of work, and I employ two or three people at a time in the summer months."

Hans Durstling grew up near the Bay of Fundy and is a renowned lapidary, a craftsperson trained in the cutting and polishing of gems and stones. "Amethyst is an orthodox stone," he says. "Agate is much more of an idiosyncratic, one-off, design-

er-type stone. You can get some really wild patterns, and it can come quite large, so it can be cut in fist-sized pieces for people who like large flashy jewelry."

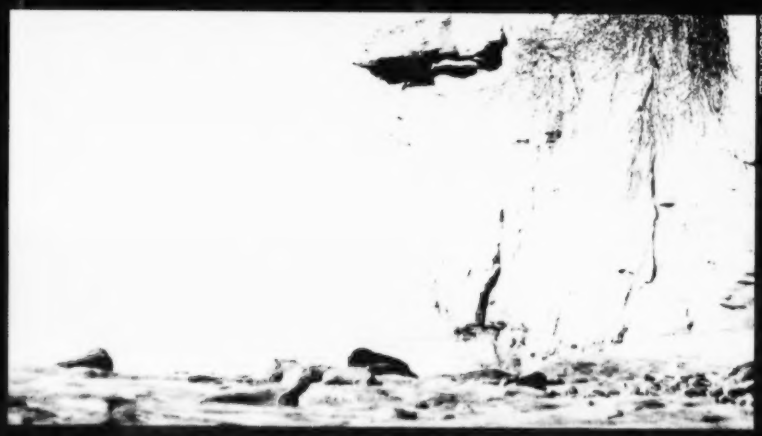
Durstling was captured by the lure of gemstones while scouting the cliffs and beaches around Parrsboro as a youngster. "As a twelve-year old," he says, "it appealed to my sense of treasure hunting." From finding quartz crystals behind waterfalls in Truro's Victoria Park to discovering a glittering cubic metal crystal of galena from a nearby lead-and-zinc mine, Durstling's passion for stones followed him on several trips to Europe during the late 1980s. Returning from one stint with enough money to purchase a diamond saw and a simple polishing machine, he began slicing and polishing the stones he had collected from around the Bay of Fundy.

Round top stones such as agate, opal, and star sapphire are called cabochon stones, as opposed to facet stones such as diamonds, which have multiple flat faces. Using his diamond saw to cut cabochon stones, Durstling found that he had to broaden his skills to earn a living. "Cabochons of agate are industrially cut in places like Thailand, and you can buy a cabochon agate for 17 cents," he says. "There's a satisfaction in having done it yourself, but there ain't a real big market for it."

In 1991 Durstling returned to Europe and trained under a German goldsmith, learning the trade of silver work and jewelry making. However, today he continues to create jewelry from Bay of Fundy agate and expounds on its world-class quality. "There is a very popular type of agate in the U.S. called Montana agate that is found in a clear, translucent, uncoloured, almost glassy matrix," he says, "and then you have these black spots, branches, and plumes standing against this almost transparent background."

These same types of patterns are found in Bay of Fundy agate. "It rivals some of the best Montana agate I've ever seen," says Durstling. "It looks like you're looking in an aquarium. You find these black spots drifting among fronds and plumes. It's really quite dramatic." In *Gemstones of North America*, John Sinkakas's authoritative tome, 13 Bay of Fundy localities are mentioned for finding quartz gemstones, those being agate and amethyst.

"I stand around the beaches at the foot of the basalt lava cliffs in April, when the snow is gone," says Durstling. "After every winter, there are rock falls that deposit new stone on the beaches. You mainly get flat slabs of stone on the Bay of Fundy.



SANDOR IZZI

Very rarely do you find the rounded potato shaped geodes." These flat slabs are sections of agate vein that have broken out, typically about the size of the palm of your hand. Since they form in veins, they grow from the walls toward the centre of the vein as the vein slowly fills in, creating a matching pattern on each side of the vein.

Once Durstling has collected specimens of agate, he goes to work at his shop, slicing the rock on the diamond saw to about a quarter-inch thick, which is when he can really see the pattern. He then marks out with a pencil a ring stone or pendant stone size, saws around the outline before grinding the stone to shape, working finer and finer. "It's basically like woodworking," he says. "You start with coarse tools, move to finer sandpaper, and then apply the final finish."

The consensus of most collectors of Bay of Fundy agate and amethyst is that there will never be a commercial mine for them, but the cliffs and beaches from the Glooscap Trail around Blomidon and down to Digby lure numerous amateur rockhounds and lapidary enthusiasts. "People love collecting this stuff," says Durstling. "It's a very accessible hobby; anybody can do it. The transformation from a rough stone to what really is a gemstone is quite entrancing. From that point of view, from a tourism and nature perspective, the area has a great resource potential." ■

"Bay of Fundy agate rivals some of the best Montana agate I've ever seen. It looks like you're looking in an aquarium"

— Hans Durstling

Depth potential

With worldwide metal prices rising, Acadian Gold is focused on promising mineral properties in Nova Scotia

Mining companies have to go to where the ore is, which has led many a miner to the far corners of the Earth, into dangerous terrain and sometimes dangerous political territory. As metal prices rise, however, and as the risks of doing business overseas become a more frightening prospect for investors, some miners are turning their attention back to territories closer to home.

"You won't see us venturing off to Africa," says Will Felderhof, the president and CEO of Halifax–based Acadian Gold (www.acadiangold.ca). "There's a lot of political uncertainty offshore, and if you're a shareholder in a small company like Acadian Gold, you don't want to wake up one morning and find out a government has pulled your mining licence. That's your principle asset, and if that's gone, the shareholders have nothing."

With 33 years in the mining business, and plenty of overseas experience in places such as Indonesia, Felderhof has decided instead to focus his attention on potential mining properties right here in Nova Scotia. With rising worldwide metal prices, new technology, and a fresh vision, he's convinced that he can profitably mine here for metals that were long considered depleted: gold and zinc.

"It started around 2001, when I recognized that gold prices, which were around $260 dollars an ounce, were not sustainable," says Felderhof, "and the gold market would have to rebound." At the time, few people would have suggested that a commercial gold mine could be viable in Nova Scotia. The province has had its share of gold rushes, and many of the small communities still celebrate the history of prospectors and the "boot-and-hammer" operations of the last century and a half. However, large-scale modern mining operations have been minimal over the past century. "These vein deposits, notorious for their narrow rich pay zones and spectacular course-grained nuggety gold specimens, proved to be 'pockety' in nature and prone to major dilution problems," reported The Northern Miner: The Global Mining Newspaper.

Still, Felderhof believed that while much of the surface gold in Nova Scotia has long since been mined, there was still "lots of depth potential," and through his mining connections he was able to raise enough money to acquire a half-dozen properties around the province that he felt could yield profitable amounts of gold. "I think the perception outside of Nova Scotia is that the gold mines are generally small and narrow veined," says Felderhof, "but I see the potential here in Nova Scotia not only for narrow-veined gold mining underground but also for bulk-tonnage open pit."

As bulk-tonnage open-pit mines come online, Felderhof believes the attitude toward the Nova Scotia gold camp from mining peers across the country will change dramatically. One of Acadian Gold's properties, Beaver Dam, appears to have bulk-tonnage open-pit potential for gold; it is in the final stages of metallurgical tests it hopes will confirm its suspicions. "If things go according to plan and the numbers come up correctly," says Felderhof, "we expect a new resource announcement on Beaver Dam by the end of the year."

SANDOR FIZLI

Will Felderhof

Felderhof turned his attention to Nova Scotia gold when the prices seemed unrealistically low. More recently, he has turned his attention to Nova Scotia zinc, when the prices climbed higher than they had been in years. "Zinc hit $1.88 recently, which I think is an all-time high," he says. "Zinc prices had been so low for so long that there has been virtually no new exploration. China and India are now desperate for zinc, but you can't just go out and get more quickly."

Unless, of course, you're in Nova Scotia and you know there's a working but abandoned zinc mine that could be resurrected much more quickly than finding and establishing a new one. In the 1970s, Esso joined the rush of major oil companies getting involved in mining at the time, opening the Scotia Zinc Mine at Gay's River between Halifax and Truro. After a brief operating period, the mine was shut down due to falling zinc prices. Acadian Gold recently acquired the mine from HudBay Minerals and is planning to getting it up and running by the second quarter of next year (the facility will produce lead as well as zinc). The ease of refurbishment and start-up costs, combined with a revitalized zinc and lead market, bodes well for the operation. "Our studies completed by independent consultants show that we should be able to produce zinc there for about 35 cents a pound, which is very good considering current zinc prices are around $1.52," says Felderhof. "Both zinc and lead prices have basically tripled over the last few years." — J.F.

EDGE!

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The Oyster Group, Dartmouth

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NOVA SCOTIA BUSINESS INC. (NSBI) is pleased to announce the winners of the 2006 Executive Development in Global Entrepreneurship (EDGE) competition.

The competition, which was open to Nova Scotia entrepreneurs, provides two people with the opportunity to attend one of two distinguished 3-5 day programs: Babson College's *Corporate Entrepreneurship Program*, or MIT's *Entrepreneurship Development Program*.

Faith and Douglas were chosen based on criteria such as leadership abilities, fit for the program, potential to leverage the program from a business development perspective, and suitability as an ambassador for Nova Scotia. Congratulations and best of luck to Douglas as he heads to MIT in January, and Faith as she heads to Babson College in April.

Nova Scotia Business Inc. would like to thank everyone who applied to the 2006 EDGE program.

EDGE: Executive **D**evelopment in **G**lobal **E**ntrepreneurship

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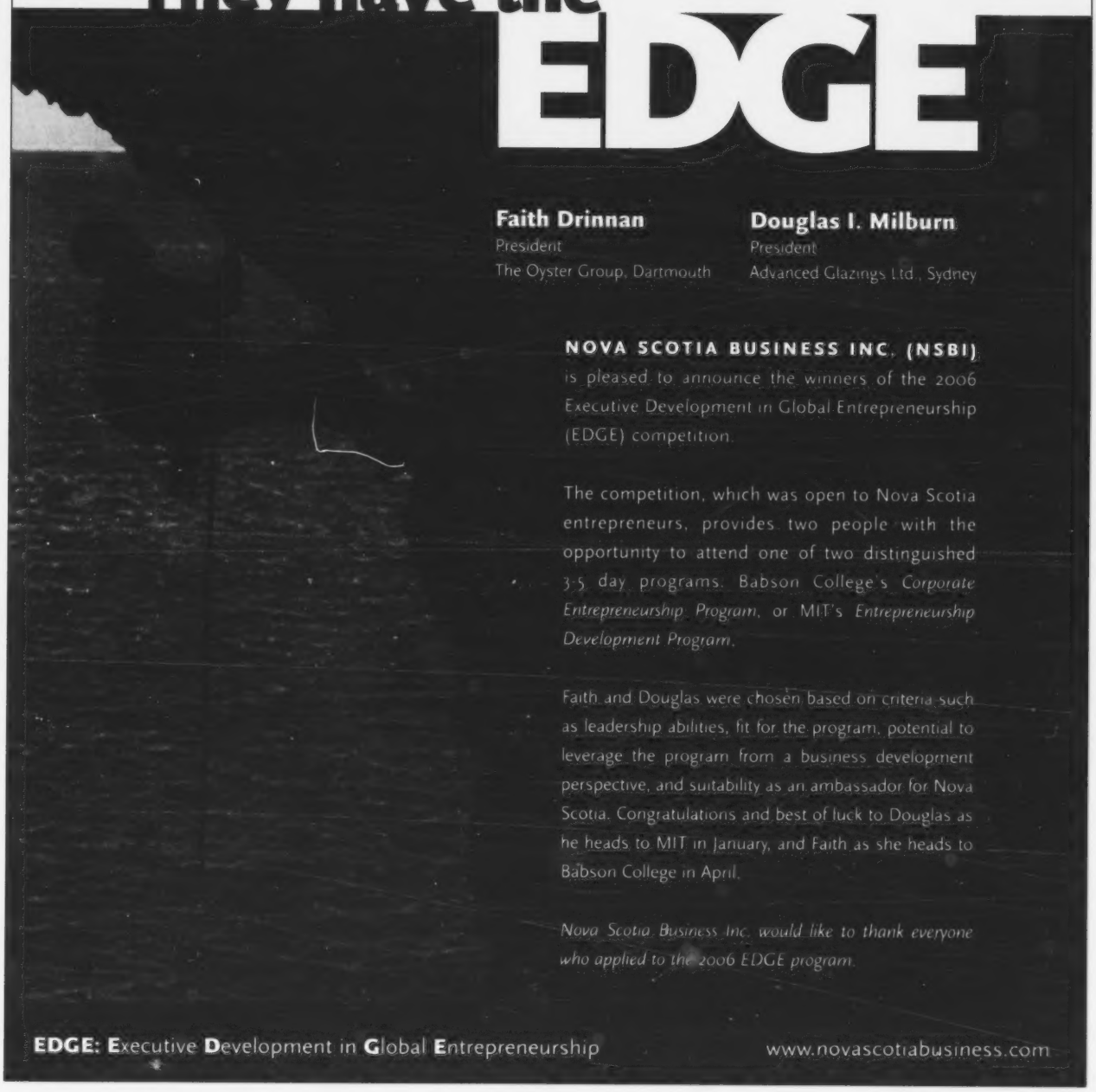

Faith Drinnan
President
The Oyster Group, Dartmouth

Douglas I. Milburn
President
Advanced Glazings Ltd., Sydney

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It's a small world

For more than two decades, Halifax-based International Language Institute has been one of Canada's leading ESL academies

by SANDY MACDONALD

Find something you love to do, goes the old saw, then find a way to make a living at it. The Musial family did just that, turning their passion for teaching language and a desire to help foreign students settle in a new world into a successful Nova Scotia-built business that is expanding around the globe.

For 23 years, the Halifax-based International Language Institute (*www.ili-halifax.com*) has been one of Canada's leading independent language-education schools. At its current home in West End Halifax, ILI employs 40 full-time and part-time teachers to help more than 600 foreign students and business executives every year gain the crucial language skills they need for college and careers.

In 1979 Chris Musial started teaching English to a dozen Vietnamese and Lebanese students around his family's kitchen table while he was still a high school student himself. Now he's the marketing director for ILI, a homegrown company founded by his father, Tom. Chris's sister, Raissa, is the school's registrar. ILI now has satellite programs in Syria and Germany, and plans for more locations are in development. The school also is an official language-training centre for the Canadian government and is the first certified Cambridge teacher-training centre in North America offering CELTA (the Certificate in English Language Teaching to Adults), turning out between 80 and 120 teachers every year.

SANDOR FIZLI

Empire of the son: From ILI's h
beginnings, Chris Musial has helpe
father, Tom, run the family oper

All in the family: Chris, Raissa, and Tom Musial.

About 40% of ILI students are pan-Asian.

SANDOR FIZLI

Flexibility is the secret to ILI's success. The school offers tailored ESL programs from one week in length to 18 months, depending on the students' needs, from learning alphabet rudiments to refined university-prep courses and medical-language training

The secret to that growth is adaptation and innovation. "We are constantly reinventing ourselves," says Musial. Between 500 million and 1 billion global residents now speak English either as a first or second language, and those numbers are growing exponentially. ILI is creatively tapping into that exploding market for English as a second language (ESL).

"The appetite for learning English hasn't stopped growing," says Musial, who spent 10 years in Egypt and Japan teaching English to high school students and business executives. "The English language has the innate ability to adapt to life in the 21st century; it's transformative, unlike other somewhat older languages. Because it's constantly changing, more and more students are using English as a tool to keep pace with our current cultural lifestyle."

Tom Musial realized almost 30 years ago that there was a big demand for learning English. Back in the late 1970s, Halifax became a magnet for foreign students from Hong Kong. With only two of every 100 students being accepted to a Hong Kong university, the other 98 began looking offshore for alternative university education, and between 900 and 1,200 landed in Halifax each year, many with inadequate English skills. Tom, then dean of arts at Saint Mary's University, was researching the challenges of foreign students, many of whom were gaining a spot in Canadian universities but not getting the most of their education experience. Language problems were the barrier.

Saint Mary's asked Tom to prepare a proposal examining the feasibility of creating a provincially funded language school at the university, but after the province rejected his proposal three years in a row, Tom decided to create an independent language school himself, with his family's help. "We had always wanted to do something as a family," recalls Musial. "We saw that the need for language training wasn't going to go away, so we decided to open a language school."

Beginning in 1979, they operated under the name Atlantic ESL Centre, teaching foreign students the rudiments of the English language. "Back in those days," says Musial, "our basement in Chester got converted to a library and research centre for us to develop the concept and learn about teaching models." Their small school began with a dozen students and quickly outgrew the Musials' kitchen table.

"As things got busier, we decided we couldn't continue it at home," says Musial, "so we bought a house on South Street, renovated the lower floor into the school, and lived on the upper floor. It was our version of the corner grocery store." In 1983 the company was incorporated as the International Language Institute, and before long it relocated to the World Trade and Convention Centre in downtown Halifax—a move that was in line with the concept of building a global trade environment in the new building.

ILI has been growing ever since, helping satisfy a global appetite for learning English, which has emerged worldwide as the de facto lingo of commerce, spurred by the influence of North American culture and advertising, the global reach of the Internet, and the growing number of cosmopolitan young people in developing countries interested in travelling.

Since its humble beginnings, ILI has helped thousands of visiting foreign students improve their English. Flexibility is the secret to ILI's success; the school offers tailored ESL programs from one week in length to 18 months, depending on the students' needs, from learning alphabet rudiments to refined university-prep courses

and medical-language training. To gain a rich cultural experience, most students live with a local host family.

When recruiting, ILI takes a global marketing approach. "You have to go into the market," says Musial. "You have to travel." Armed with colourful brochures in both English and the target language, Musial and other ILI managers spread the word about their school at international trade shows and other education-related forums. The Internet also has been an important marketing tool; more than 14,000 web pages are related to ILI services under 25 domain names in 10 languages.

The biggest challenge for the school remains putting Halifax on the map as an international destination. "It was true 25 years ago," says Musial, "and it's still a factor today." Another big challenge is maintaining access to Canadian visas for ILI students. "We need to provide a quick and efficient visa-processing system for the students, so we are in constant dialogue with citizenship and immigration officials about those issues." Other countries that offer language education have opened the door to allow foreign students easier visa access and are drawing business away from Canada. "Those countries choose to treat the students more like clients," says Musial. "Places like Australia and Britain are more service oriented."

Still, the company has grown and prospered. ILI has outgrown its space every five years, moving to larger facilities to accommodate an ever-growing number of foreign students. It now has a modern campus on the ground-level floor at The Village at Bayers Road shopping centre. Currently, about 40% of the students are pan-Asian, with others coming from various Arabic countries, South America, and Europe. Many are taking a university-preparatory course; ILI is affiliated with both Mount Allison University (*www.mta.ca*) in Sackville, N.B.; the Nova Scotia Agricultural College in Truro, N.S.; and Mount Saint Vincent University (*www.msvu.ca*) in Halifax. Growth of the Halifax school has tapered off in recent years, largely due to publicly funded competition, primarily from universities. "That's difficult for us as a private organization to deal with," says Musial. "The only way for us to grow is to go offshore."

For example, ILI has developed a separate enterprise called English Canada World Organization (ECWO) that works with foreign partners to open ESL schools outside Canada; it is designed to function either as a private English-language school or as an English department in an established educational institution. The first ILI-affiliated school has opened in Homs, Syria, about a three-hour drive west of Damascus. The program is set up at Wadi German Syrian University, Syria's first private university. The new institution employs German technology, professors, and curriculum, all taught in English to Arabic-speaking students. "We provide a foundation-year program to prepare the students so they can begin their academic study," says Musial. ECWO also is looking at a second partnership in Damascus.

More than 300 students in Syria and in a smaller program in Germany are learning English though the ECWO program. "We are in negotiation with three other countries right now," says Musial, "and one of those contracts could involve between 8,000 and 10,000 students in a program run by a ministry of education." While ILI continues to spread its language-training schools to new markets, Musial is reluctant to use the term "franchise." "We set up shop for a minimum commitment of five years," he says. "The partners provide the physical space and the students, and we license the name and provide the teachers and the curriculum and manage the personnel. We're really flying the Canadian flag."

Even as the company continues to spread its message further afield, Musial is proud that ILI is still a family-operated business based in Nova Scotia. His father continues to serve as director, arriving at the office every day since taking early retirement from Saint Mary's in 2003. Says Musial: "I think he loves the job and loves the fact that he's working with his children. And we feel the same way." ■

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Falling for Guysborough

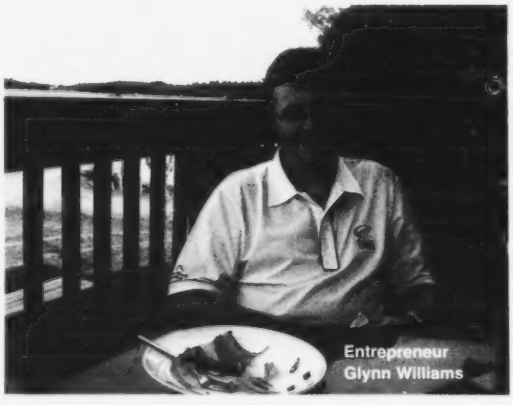
For those who want to venture off the beaten path, a breath of fresh air awaits in a seaside village

by SHELLEY CAMERON-McCARRON

Glynn Williams leans back in his patio chair, laughs, and launches into the story of how, 20 years ago, he first moved to the Guysborough area (*www.gcrda.ns.ca*) from Toronto to spend his summers here and tried unsuccessfully to start a chainsaw that came with the house he had bought. "I took it to a nearby convenience store," he says. "The guy went into the back room, and a few minutes later I heard 'vroom, vroom.' I asked what I owed him, and he said, 'Forget it.' If this was Toronto, it'd be in the shop for two weeks, it'd cost me $200, and it still wouldn't work."

Williams was a jet-setting entrepreneur who was used to working on Bay Street with Canada's top investors and money managers; his anecdote illustrates what he loves about this easterly corner of Nova Scotia. "I've travelled all over the world, and this is a great place," he says, tucking into a bowl of thick seafood chowder on the harbour-side patio of the Rare Bird Pub & Eatery. "The people are friendly, it's safe, the water is clean, the air is pure. When you get off the plane, you can smell the difference."

The area also boasts scenic villages, good fishing, and beautiful beaches—vistas that made Williams, 50, and his wife, Charlene, fall for Nova Scotia during a cycling trip 20 years earlier. They bought a home on the other side of



Entrepreneur Glynn Williams

St. Francis harbour soon after they returned to Toronto. "Some people complain that the Marine Drive is a winding road that takes forever," he says. "Hey, that's the whole idea. It's kind of the essence of Nova Scotia."

Chris Cook agrees. The 31-year-old social worker grew up two kilometres south in Cook's Cove. An ancestor had staked a claim in the 1760s, and in 2003 Cook wrote a book called *Along the Streets of Guysborough*, a historical directory of the village that is close to his heart. "The place is appealing because it has been largely untouched," Cook says on a sunny Saturday,

NOVA SCOTIA TOURISM, CULTURE AND HERITAGE

Picture perfect: the Guysborough marina.

Social worker and author Chris Cook

sitting on the patio of the bustling Days Gone By Bakery & Eatery, a sea breeze drifting in off Chedabucto Bay and the aroma of homemade baking in the air. "People are attracted to the pace. When you come here, you see the old houses and it's almost like you've driven back in time. People have a connection to that."

Rounding Route 16 from Boylston, Guysborough's Main Street unfolds lazily, the horizon dotted with historic 19th-century homes set against a sheltered harbour. Traditional life has been largely undisturbed by tourism. Locals tend to marvel at how some residents of nearby towns have never been here, though it is only 25 minutes off the Trans-Canada Highway's Monastery exit.

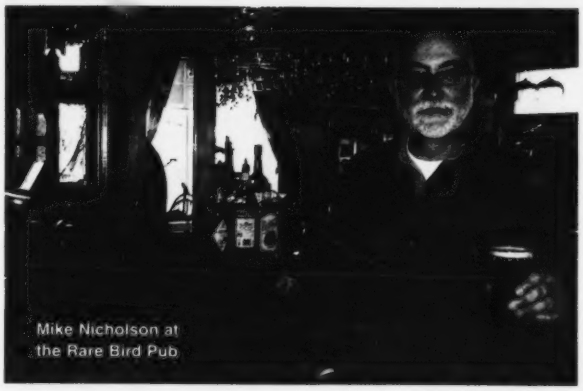
While the isolation has helped preserve a timeless rural beauty, time hasn't stood entirely still. Amenities include a luxurious inn, microbrewery pub, and a nine-hole golf course. In 2002 Williams bought DesBarres Manor, an elegant, 10-room, stately home that had been vacant for almost a year, and the following year renovated it into a luxury inn. The 1837 dwelling was once home to Supreme Court justice W. F. DesBarres.

Williams also owns the Rare Bird Pub & Eatery and Skipping Stone Crafts and Gallery, landmark properties in the historic Jost and Hart buildings on Main Street. The pub has a waterfront patio, live stage, and handcrafted ales brewed on-site, all in the shadow of Frenchman Nicholas Denys, who is thought to have begun Canada's first brewing operation in Guysborough in the mid-1600s.

Across the courtyard, the Skipping Stone houses more than 3,000 square feet of gallery and craft studio space. In May Williams, who lives and works in Toronto but spends his summers in Guysborough, purchased the nine-hole golf course on a 60-acre peninsula, re-opening it as Osprey Shores Golf Resort, which has accommodations, an outdoor pool, a clubhouse, and a pro shop. So what prompts a former Bay Street man with interests in aerospace investments to work part of the year here? "My vision was to do something for the community in a sensible manner that was self-sustaining and to give the young people an alternative to moving to Alberta," he says. "We've got the whole package; the challenge now is to get the world beating a path to our door."

A glimpse into Guysborough's rich history can be found in the monuments in Boylston Provincial Park and Halfway Cove that pay tribute to Prince Henry Sinclair of the Orkney Islands off Scotland. Sinclair is believed to have landed at Chedabucto Bay in 1398, nearly 100 years before John Cabot landed in Newfoundland. Over the past 600 years, native peoples, the French, black and white United Empire Loyalists, the Irish, and Europeans have rubbed shoulders here.

In the 1800s the harbour helped spawn a shipping industry as the village developed as a service centre for surrounding commu-



Mike Nicholson at the Rare Bird Pub

nities. This vigour deflated with modern highways, which provided cheaper and faster transportation. Since 1921 the population has been in decline. When Chris Cook graduated from Guysborough Municipal high school in 1994, P-12 enrollment was 630; today it numbers less than 500.

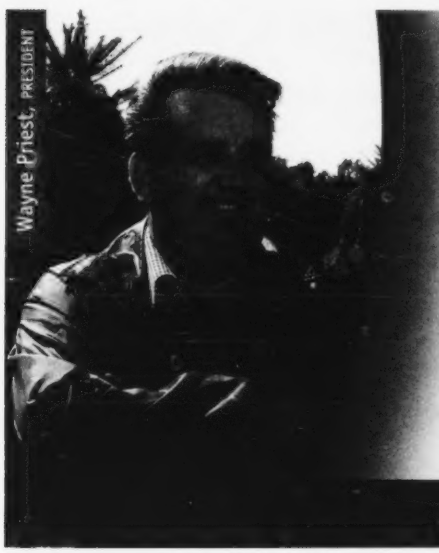
Infrastructure also sets Guysborough apart. "For a small rural community, the services available are among the best anywhere in Nova Scotia," says Gordon MacDonald, the special projects manager with Guysborough County's Regional Development Authority. MacDonald mentions what the Municipality of Guysborough has done in the last six years, including constructing Chedabucto Place, a P-12 school. It also has contributed funding to expand the province's plan for the school, for such amenities as a fitness centre, the Afrikan Canadian Heritage Friendship Centre, a new soccer field, and a soon-to-be-completed performing arts centre. There's also an outdoor pool, adjacent tennis courts, and an upgraded ball field across the street. The next project: a civic centre with an ice rink.

The Sable natural gas project played a significant role in enabling the municipality to invest in infrastructure by expanding the tax base and reversing the reliance on residential tax revenue. More good news may be ahead in the form of at least one mega-project, which, if given the green light, will have a positive impact on the area. Keltic Petrochemicals is proposing to construct a facility next to Maple LNG's liquefied natural gas terminal and storage-and-process building in Goldboro. Capital investment for these two projects will total more than $4.5 billion, making it the largest capital investment ever made in Nova Scotia (this could potentially more than double the municipality's commercial assessment base). Also creating a buzz is Trident Holdings Inc., a Halifax–based company that is working toward establishing a container terminal at Melford on the mainland side of the Strait of Canso.

Dr. Lauder Brunton is a 90-year-old former blood specialist from Montreal who first came to Guysborough in 1917 as an infant with his family and who returned almost every summer. "We are very fortunate to have top-notch management, one of the best wardens in rural Nova Scotia, and an extremely able chief administrative officer," he says. "We're also involved in natural gas and buying up property for a deepwater port, and we have a second-generation landfill."

In 1973 Brunton, and his wife, Marjorie, retired here; he became active in village life, championing a new hospital and serving as school-board chairman and historical-society president. When pressed to pinpoint the lure, he pauses. "You can't give a concrete answer," he muses. "How do you fall in love with a particular woman? It's a purely emotional thing. I'm a great believer in Spinoza's philosophy that God is nature. You don't see that in a city. You can't see the stars because the city lights are too bright. It's wonderful to see the wind blow here and the waves breaking on the beach."

In spite of the economic activity, life goes on as usual for residents. Mike Nicholson is a retired Halifax/Dartmouth school administrator who moved to St. Francis harbour in 2003. He is currently the brewmaster at the Rare Bird Pub & Eatery. "Guysborough reminds me of Chester 40 years ago," he says. "Undiscovered." ■



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NOVA SCOTIA Trade Team Nova Scotia

Reversing the trend

Alberta's labour shortage meets Nova Scotia's skilled workforce

While many Nova Scotians head west for higher salaries and steady work, Alberta-based Crape Geomatics Corporation did just the opposite. The company travelled east to grow its business, giving graduates a chance to stay and work in the province and expatriates the opportunity to return home.

In 1993 owner and CEO Mike Crape created Crape Geomatics to deliver digital images to its clients. It specialized in four different areas: field surveys, remote sensing, land-information services, and mapping/GIS. The company began as a small start-up land-surveying operation and has since expanded to more than 175 employees spread throughout the country in four locations: Calgary, Edmonton, and Grand Prairie in Alberta, and, most recently, Dartmouth, N.S.

Nova Scotia Business Inc. saw the two-fold benefit of Crape's expansion to Dartmouth, which is why the agency provided a payroll rebate to accelerate growth. Crape can tap into the province's workforce, and Nova Scotians get a chance to work for a successful knowlege-economy company right here at home.

Crape Geomatics already has 43 Nova Scotians on the payroll in Alberta, many of whom travelled west to find work in the geomatics industry. At last count, five of them were continuing their careers with the company in the Dartmouth office and more were packing their bags to head home for work. The Dartmouth office will help meet Crape Geomatics' CAD production and mapping needs for the West Coast oil and gas sectors.

"With a shortage of professional staff in Western Canada, we needed to find new ways to meet the growing needs of our customers," says Crape. "We also wanted to create new opportunities for our company. We looked at places all over the world and identified Nova Scotia as an ideal business location. The largest percentage of our staff is from the Maritimes, and a number of the schools we actively recruit from are located in the Atlantic provinces. Once we realized that we could effectively bring work to Nova Scotia, we gave our staff in the rest of Canada an opportunity to return home." Crape also embraced the idea of expanding economic opportunities within and around Nova Scotia. "We look at our involvement in Nova Scotia as a contribution to the long-term economic well-being of this great province," he says.

"We wanted to create new opportunities for our company. We looked at places all over the world and identified Nova Scotia as an ideal business location" — Mike Crape, CEO, Crape Geomatics

LOGICAL MOVE

For the past decade, Alberta has been experiencing a labour shortage, one that every business in this country faces today. In an effort to attract the best employees and accommodate a growing number of vacant positions, Crape Geomatics reversed the trend. "The Alberta economy continues to grow, and new operations are opening all the time," says Crape. "It's hard to keep up. Labour is an issue for everyone. Nova Scotia has the skilled workforce, but that workforce doesn't necessarily have access to the same job opportunities that companies in Alberta can offer. Bringing jobs to the skilled workforce was a logical move for us."

Crape Geomatics has pinpointed the marine industry as another area for potential growth, and what better place than Nova Scotia in which to expand this line of business. The company already has East Coast clients who need this service. "We are always looking for new ways to grow our company," says Crape. "The marine sector can offer many opportunities for us in Nova Scotia. Our clients see the benefit of exploring this sector. We need to make sure we are continually meeting their needs and providing the best services possible."

Alberta's labour shortage meets Nova Scotia's skilled workforce, and Crape Geomatics is leading the way. "We're excited to see what the future will bring for the Dartmouth office," says Crape. "Our future in Nova Scotia is bright." — **LISA BOND**

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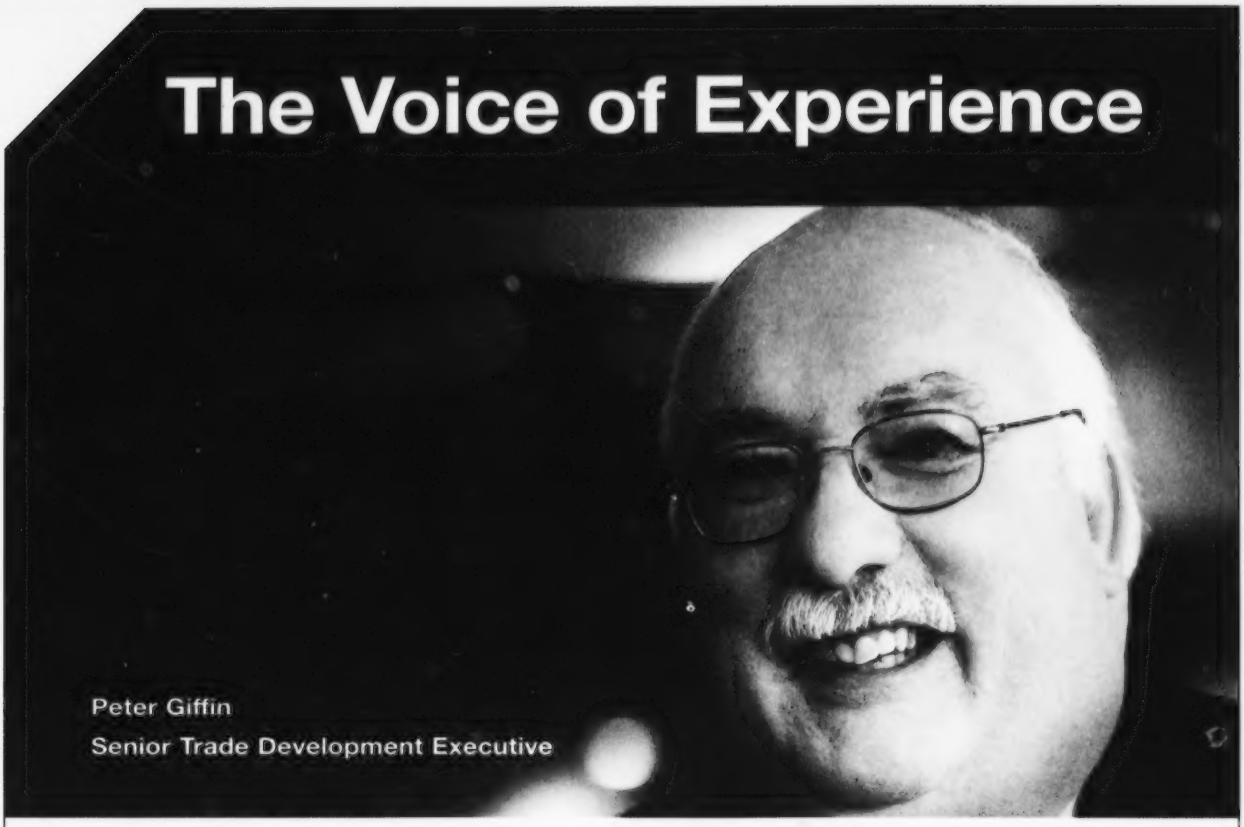

Peter Giffin
Senior Trade Development Executive

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